

AUGUST 2017
SPECTRUM
RETAIL MALL GUIDE

RETAIL MALL

WHAT THIS GUIDE IS FOR

RETAIL MALL STORES ENGAGE WITH OUR CUSTOMERS EVERY DAY

Spectrum Retail Mall stores have a key connection point with our customers in every interaction.

This Guide is meant to help you best represent our company, our products and our services in the Retail Mall environment.

1.0 OUR BRAND

This is your definitive guide to the Spectrum brand.

Consistency in execution is critical to reinforcing and building the brand. The following pages will provide you with the guardrails and tools to properly execute and implement the brand identity system.

1.01 WELCOME TO SPECTRUM

Spectrum is America's fastest-growing TV, Internet and Voice provider for a reason.

We have over 100,000 employees committed to delivering the highest-quality products, more value and better service for more than 26 million customers nationwide.



Spectrum TV

The movies, shows and sports you want. Anytime, anywhere, on any device.



Spectrum Internet

All the speed you need for a family full of devices. Fast, reliable and secure.



Spectrum Voice

Connect to friends and family around the world. Reliable, accessible and without limits.

2.0

THE LOGO

Spectrum is the customer-facing brand for Charter Communications. The logo is short, easily understood and has inherent meaning. The forward symbol is indicative of our forward-thinking company and culture, and how we bring customers on a journey of discovery through our products—whether they're watching something new or binge-worthy on TV, connecting to the internet or catching up with loved ones on the phone. And just like a spectrum doesn't need an end point, our innovative technology and desire to make our customers' lives better won't have any boundaries, either.

Let's keep moving forward.

2.01 SPECTRUM LOGO

On the Spectrum logo, the forward icon punctuates the name and communicates the forward thinking philosophy that drives innovation in products and services while also recalling a “play button,” which invites engagement and encourages further the exploration into all that we offer.

The logotype is the dominant element in all Spectrum logos.

The logotype is on one line and is a custom treatment based on the Helvetica typeface.

The image shows the word "Spectrum" in a bold, dark blue, sans-serif font. The letter 'm' is followed by a light blue right-pointing triangle. Blue lines with dots at the end point to various parts of the logo: one points to the top of the 'S', another to the top of the 'm', and a third to the top of the triangle. A bracket on the left side encompasses the entire word. A horizontal line on the right side points to the triangle. Below the word, there are two color specifications: "Logotype Color Pantone 540 C" and "Arrow Color Pantone 3005 C".

The arrow punctuates the logotype in all Spectrum logos.

Logotype Color
Pantone 540 C

Arrow Color
Pantone 3005 C

2.02 SPECTRUM LOGO CLEAR SPACE

The Spectrum logo requires a safe area in order to be clear and easy to read. In all instances where it is used (TV, Print, Online), the logo should be surrounded with the clear space specified below.

Note

Under special circumstances, such as sponsorship logo layouts, clear space can be reduced in order to ensure prominent brand impact.



Minimum logo clear space is based on the negative (x) space of the "p" in "Spectrum".

Do not leave less than this space.

2.03 SPECTRUM LOGO LIBRARY

File access

All logo files are provided in a .zip file with this guide.

Logo artwork should never be recreated. If you have trouble opening the .zip file or do not have the appropriate files, please follow the directions on page 29 to contact the Retail Team.

Below are the approved Spectrum logo variations. Wherever possible keep to the Primary logos, but be mindful of constraints due to printing, electronic media, etc. Refer to this chart for logo file names and no logo should be recreated.

Primary Logos



DEEP BLUE / PANTONE 540 & 3005

Print Spectrum_Logo_DBlue_Spot.eps
Spectrum_Logo_DBlue_4C.eps

Screen Spectrum_Logo_DBlue_RGB.eps
Spectrum_Logo_DBlue_RGB.png
Spectrum_Logo_DBlue_RGB.jpg



REVERSE / PANTONE 3005

Print Spectrum_Logo_Rev_Spot.eps
Spectrum_Logo_Rev_4C.eps

Screen Spectrum_Logo_Rev_RGB.eps
Spectrum_Logo_Rev_RGB.png

Use only when production is limited



WHITE

Print Spectrum_Logo_White.eps

Screen Spectrum_Logo_White_RGB.eps
Spectrum_Logo_White_RGB.png



BLACK

Print Spectrum_Logo_Black.eps

Screen Spectrum_Logo_Black_RGB.eps
Spectrum_Logo_Black_RGB.png
Spectrum_Logo_Black_RGB.jpg

2.04 SPECTRUM LOGO DON'TS

Correct and consistent use of the logo is critical to building customer recognition of the identity. Altering the logo in any way decreases recognition and dilutes the power of the Spectrum brand. This page shows some typical mistakes to avoid.



Don't condense or stretch the logo.
Make sure proportions are true to the original files.



Don't use colors outside the approved palette.
For special circumstances, contact the Retail Team.



Don't apply effects to the logo artwork.
Drop shadows and other effects should not be applied to logo artwork.



Don't rotate the logo.
Only use logos at a standard horizontal orientation.



Don't connect any other copy to the logo.
Do not lock-up logos with additional text or taglines. For partnership lock-ups, contact the Retail Team.



Don't change the elements of the logo.
Do not alter or re-arrange the logo elements.



Don't place the logo on complicated backgrounds.
Only use the logos over solid colors and simple photography that do not reduce legibility.



Don't add or cover up elements of the logo.
See page 7 for logo clear space guidelines.



Don't abbreviate the logo.
The logos must always be displayed in full.



Don't place the logo over similar colors.
Only use the logos over colors that do not reduce legibility.

3.0 BRAND ELEMENTS

The typography and color in our communications have been drawn from our design attributes. The consistent use of these elements ensure that every Spectrum communication is consistent with our brand.

3.01 COLORS

Our signage designs use a combination of the two brand blues. Below are the official brand color breakdowns. Deep Blue should always be the primary color on all designs.

BRAND BLUES

Deep Blue

Pantone 540 C
CMYK 100/57/12/66
RGB 0/48/87
HEX #003057

Light Blue

Pantone 3005 C
CMYK 100/13/1/2
RGB 0/153/216
HEX #0099D8

3.02 THE BLUES

Maximum legibility should be achieved by selecting colors which provide the most contrast. The use of Deep Blue and Light Blue will achieve the desired level of contrast (i.e. Light Blue type on a Deep Blue background, or vice versa).



Deep Blue

Pantone 540 C
CMYK 100/57/12/66
RGB 0/48/87
HEX #003057



Light Blue

Pantone 3005 C
CMYK 100/13/1/2
RGB 0/153/216
HEX #0099D8

USE MAXIMUM CONTRAST

Deep Blue
for text on a light surface

Light Blue
for text on a dark surface

The diagram consists of two rectangular boxes. The top box is white and contains the text 'Deep Blue for text on a light surface' in a dark blue font. The bottom box is a solid deep blue color and contains the text 'Light Blue for text on a dark surface' in a light blue font.

NEVER COMPROMISE LEGIBILITY

Dark Blue
on a dark surface

Light Blue
on a medium surface

The diagram shows two rectangular boxes. The top box is dark grey and contains the text 'Dark Blue on a dark surface' in a dark blue font. The bottom box is a medium grey and contains the text 'Light Blue on a medium surface' in a light blue font. A thick red diagonal line runs from the bottom-left corner of the top box to the top-right corner of the bottom box, crossing both boxes and indicating that these combinations are poor choices for legibility.

3.03 TYPOGRAPHY

Gotham is a modern and approachable typeface. Gotham should be used for all primary and secondary headlines.

Request fonts

Always use official font files. To request fonts, please follow the directions on page 29 to contact the Retail Team.

To purchase Gotham, go to www.typography.com. Only purchase the "OpenType®" version of the font.

Arial Regular & Bold

Arial should only be used in internal communication documents when Gotham and Whitney are not available.

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 ,.:?@#\$*%()^&

GOTHAM WEIGHTS

Gotham Light

Gotham Light Italic

Gotham Book

Gotham Book Italic

Gotham Medium

Gotham Medium Italic

Gotham Bold

Gotham Bold Italic

Gotham Black*

Gotham Black Italic*

**Should only be used sparingly as an accent, and never for headline or body text.*

3.04 TYPOGRAPHY

Whitney is a modern and approachable typeface. Whitney should be used for all body copy and small text.

Request fonts

Always use official font files. To request fonts, please follow the directions on page 29 to contact the Retail Team.

To purchase Whitney, go to www.typography.com. Only purchase the "OpenType®" version of the font.

Arial Regular & Bold

Arial should only be used in internal communication documents when Gotham and Whitney are not available.

Whitney

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 ,.:?@#\$%^&

WHITNEY WEIGHTS

Whitney Light

Whitney Light Italic

Whitney Book

Whitney Book Italic

Whitney Medium

Whitney Medium Italic

Whitney Semibold

Whitney Semibold Italic

Whitney Bold

Whitney Bold Italic

3.05 TYPOGRAPHY

On the web, Open Sans is used instead of Gotham and Whitney. Commissioned by Google and optimized for web and mobile interfaces, Open Sans has excellent legibility characteristics in its letterforms. Open Sans is licensed through Google and free to use.

Download fonts

To download Open Sans, go to fonts.google.com.

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 ,.:?@#\$*%()^&

OPEN SANS WEIGHTS

Open Sans Light

Open Sans Light Italic

Open Sans Regular

Open Sans Italic

Open Sans Semibold

Open Sans Semibold Italic

Open Sans Bold

Open Sans Bold Italic

Open Sans Extrabold*

*Open Sans Extrabold Italic**

*Should only be used sparingly for accents, never for headline or body text.

4.0 APPROVED MESSAGING

Consistent messaging gives us a consistent voice and helps us reach customers in better ways. Messaging should be simple, short and succinct wherever possible. Please note that all your creative assets will still need to be reviewed prior to release to confirm accuracy of claims and messaging.

4.01 SPECTRUM STORES

Consistent messaging gives us a consistent voice and helps us reach customers in better ways. Messaging should be simple, short and succinct whenever possible. Below you will find general descriptions that can be used to describe Spectrum and the products & services we offer.

BRIEF DESCRIPTION

≤ 20 words

FREE HD channels, fastest Internet starting speeds, unlimited calling. Spectrum is redefining what a cable company can be.

MEDIUM DESCRIPTION

≤ 50 words

America's fastest-growing TV, Internet and Voice provider, Spectrum has over 100,000 employees committed to delivering the highest-quality products for over 26 million customers nationwide. FREE HD channels, the fastest Internet starting speeds, unlimited calling. Spectrum is redefining what a cable company can be.

LONG DESCRIPTION

≤ 100 words

Spectrum is America's fastest-growing TV, Internet and Voice provider for a reason.

We have over 100,000 employees committed to integrating the highest-quality products, more value and better service for more than 26 million customers nationwide.

Spectrum TV gives you FREE HD with more ways to watch than ever before. Spectrum Internet offers the fastest Internet starting speed available, greater bandwidth and no data caps. Spectrum Voice provides reliable service with unlimited local and long distance calling. Spectrum is redefining what a cable company can be.

4.02 PRODUCT NAMING

Consistent messaging gives us a consistent voice and helps us reach customers in better ways. Messaging should be simple, short and succinct whenever possible. Below you will find general descriptions that can be used to describe Spectrum and the products & services we offer.

Our cable services are referred to as **Spectrum TV**

"Spectrum TV"

Our high-speed online products are referred to as **Spectrum Internet**

"Spectrum Internet"

Our digital home phone and voice services are referred to as **Spectrum Voice**

"Spectrum Voice"

Our bundles of all three services (cable, Internet, and voice) are referred to as **Spectrum Triple Play**

"Spectrum Triple Play"

Our bundle of any two combined services is referred to as **Spectrum Double Play**

"Spectrum Double Play"

4.03 LEGAL LANGUAGE

Every page or asset should include our legal attribution line.

TRADEMARK ATTRIBUTIONS

Appropriate use of the ® or ™ superscript in conjunction with the following trademark attribution should appear on viewable materials within commercially acceptable standards:

Use of trademarks not owned or licensed by Charter Communications should be cleared with the owner of that trademark and/or the Intellectual Property group of the Law Dept.

COPYRIGHT STATEMENTS

The following information should assist in creating proper copyright statements for all websites and originally produced material where we wish to assert copyright protections:

The copyright statement at the bottom of any material over which we wish to claim copyright protection should show the year the material was originally published, like this:

© 2017 Charter Communications, Inc.

IMPORTANT NOTES

Creative must be sent to Charter Communications for review and approval.

Every piece of creative will need to be individually evaluated for appropriate language based on the product and offer that is being promoted.

5.0

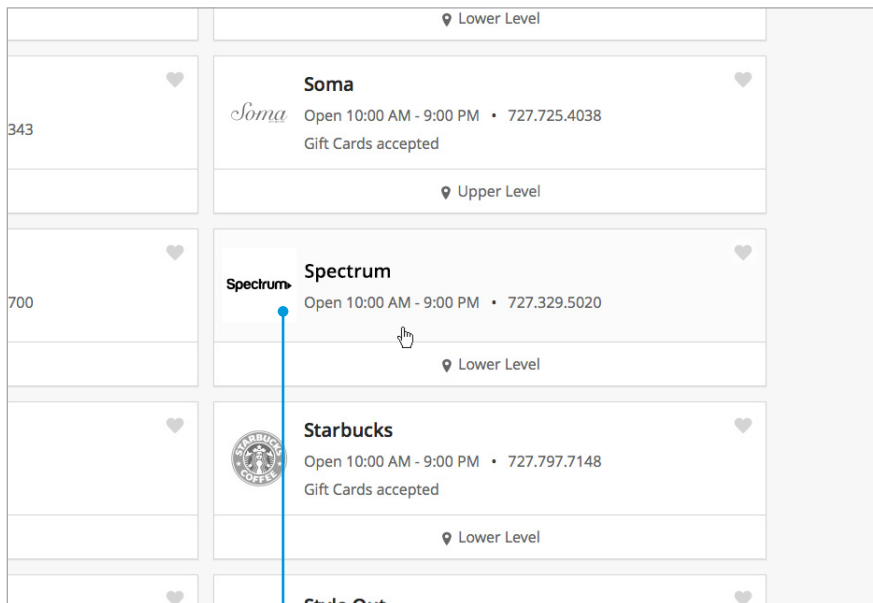
MALL SIGNAGE & DIRECTORIES

The following pages contain examples of common requests for mall signage and mall directories.

5.01 ONLINE DIRECTORIES

Most mall locations will feature Spectrum in their online directory. This typically includes two pages: a main directory that lists all businesses at the location, and a spotlight page that includes a short description of Spectrum. Wherever possible use the primary logos.

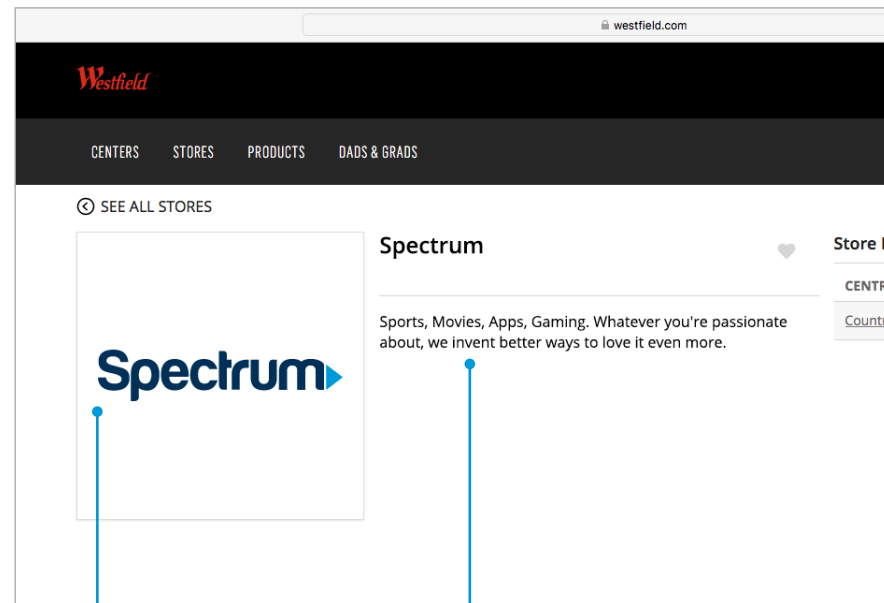
DIRECTORY PAGE



Limited Use

If production is limited to black and white, always use the Black logo. Do not provide a color file that is filtered to black and white.

SPECTRUM PAGE



Logo

Wherever possible use the primary logos: Dark Blue for light backgrounds and Reverse for dark backgrounds.

Typography

Fonts will be determined by the mall location. If a request is made for a Spectrum font, use Open Sans (see page 16).

5.02 PHYSICAL DIRECTORIES

Most mall locations will feature Spectrum in a physical directory. This typically includes logos from all businesses at the location. Wherever possible use the primary logos.

WHITE/LIGHT SURFACE

When utilized on a white/light background, use Deep Blue logo.



DARK SURFACE

When utilized on a dark background, use Reverse logo.



5.03 SAMPLE LOCATION

Sky View Mall

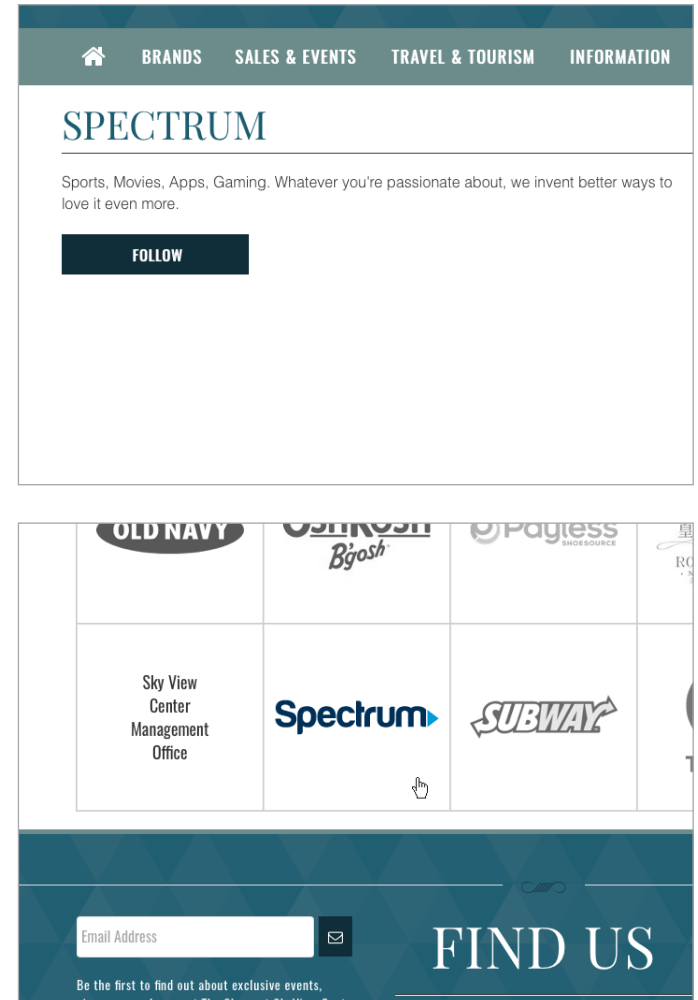
Physical directory



Digital signage















Online directory



5.04 SAMPLE LOCATION


Westfield Countryside Mall

Online directory

	 Soma Open 10:00 AM - 9:00 PM • 727.725.4038 Gift Cards accepted	
	 Upper Level	
	 Spectrum Open 10:00 AM - 9:00 PM • 727.329.5020	
	 Lower Level	
	 Starbucks Open 10:00 AM - 9:00 PM • 727.797.7148 Gift Cards accepted	
	 Lower Level	

CENTERS STORES PRODUCTS DADS & GRADS

SEE ALL STORES



Spectrum

Sports, Movies, Apps, Gaming. Whatever you're p
about, we invent better ways to love it even more

6.0 RESOURCES

6.01 SOCIAL

Social media outlets offer an excellent way to keep our customers updated with current offers and campaigns.

Always write links and handles in lowercase.

Trademarks

When using the trademarks of social media channels, always follow the terms of use in accordance with those channels:

Twitter <https://brand.twitter.com>

Facebook <https://www.facebookbrand.com/>

YouTube <https://www.google.com/permissions/trademark/rules.html>

LinkedIn <https://brand.linkedin.com/policies>

TWITTER



@getspectrum
@askspectrum

FACEBOOK



facebook.com/spectrum

YOUTUBE



youtube.com/getspectrum

LINKEDIN



linkedin.com/company/
charter-communications

6.02 STORE LOCATOR

To obtain local store address and hours please go to Spectrum.com store locator at www.spectrum.com/browse/content/storelocator

The screenshot shows the Spectrum website's store locator interface. At the top, there's a navigation bar with the Spectrum logo and links for 'Contact Us', 'My Account', 'Support', 'Español', and a phone number. Below this is a 'CHECK AVAILABILITY' button. A main navigation bar lists 'Order', 'Packages', 'Cable TV', 'Internet', 'Phone', and 'Business'. The 'Locations' section is active, featuring a search prompt: 'Find the Charter location closest to you by entering your zip code or your street address and city. For example "12345" or "123 Main St., St. Louis"'. There are input fields for 'Address / Zip' and 'Within mile(s)', followed by a 'SUBMIT' button. Below the search area, it says 'Searched for Charter locations near: United States of America' and provides links to view Bright House Networks and Time Warner Cable store locations. A 'Need help?' section offers contact information. A map of the United States is displayed, with a blue line indicating a search path. The footer includes social media links for Twitter, Facebook, and YouTube, and a list of services: 'Spectrum TV', 'Spectrum Internet', 'Spectrum Internet', 'Fastest Internet', 'Test Your Speed', 'Charter Info', 'Careers', 'Customer Disclosures', 'Charter Sites', and 'Spectrum Business'.

7.0

REQUESTS & APPROVALS

7.01 FILE ACCESS

Please allow 5 business days for approval or feedback from Charter (possibly longer for more detailed or content-heavy pieces).

LOGO FILES

All logo files are provided in a .zip file with this guide.

Logo artwork should never be recreated. If you have trouble opening the .zip file or do not have the appropriate files, please follow the directions below to contact the Retail Team.

ASSET ASSISTANCE

For assistance or to request any additional assets, please send an email to [**stephanie.shaiken@charter.com**](mailto:stephanie.shaiken@charter.com)

Emails should include the following details:

- Subject Line: Mall Location, Date
- Production specifications, dimensions or other requirements
- Contact information

7.02 APPROVAL PROCESS

Please allow 5 business days for approval or feedback from Charter (possibly longer for more detailed or content-heavy pieces).

ALL USES OF THE SPECTRUM LOGO NEED APPROVAL

For approval or assistance on any application of the Spectrum logo please send an email to [**stephanie.shaiken@charter.com**](mailto:stephanie.shaiken@charter.com)

Approval requests should include the following details:

- Subject Line: Creative Approval – Mall Location, Date
- Description of asset
- Where asset will be placed
- Contact information
- PDF of design and separate word document with any copy

8.0

WHO TO CONTACT

Retail Team

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